

Subject: Press Release:LADOT launches online hub to connect with people bicycling, walking, and rolling in the City

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LADOT launches online hub to connect with people bicycling, walking, and rolling in the City

LOS ANGELES, CA (March 30, 2016) - The City of Los Angeles Department of Transportation (LADOT) Active Transportation Division is changing its approach to outreach and planning by launching a brand new, more user-friendly online experience for Angelenos bicycling, walking, or rolling in the City: bike.lacity.org. Formerly BicycleLA.org, the current website connects Angelenos using all modes of transportation with a greater variety of information and resources including active transportation project updates, a revamped bike parking request system, a new blog entitled #LeapLA, a calendar of events, information on state and local laws applicable to people on bikes, maps, and more.

♦The LADOT Bike Program♦s new website improves the way we share information to help people make better decisions about travel in the City of Los Angeles. LADOT wants to make it easier for everyone living, working, or visiting our city to find information and to access our services," said Assistant General Manager Daniel Mitchell.

The new website incorporates and refocuses the popular LADOT Bike Blog content to resonate with a broader audience, addressing Life for Everyday Active People in Los Angeles, or #LeapLA. LADOT Active Transportation Senior Project Coordinator Michelle Mowery, creator of the LADOT Bike Program♦s website, said, ♦We are very excited to announce #LeapLA, the new iteration of our Bike Blog, which will continue to provide Angelenos with bikeway related news and updates while meeting the Department♦s need to transmit information on broader active transportation demands.♦

In addition to a new blog, the current website aims to engage and facilitate Angelenos♦ growing interest in walking, bicycling, and transit with new features including:

- A calendar of events presenting upcoming events in Los Angeles that may interest everyday active people. Anyone can submit an event to be approved by City staff to be included.
- A sidewalk bike rack request system that sends notification messages via e-mail to the requestor when the status of their request changes and adds the location to the website♦s online map.
- A redesigned online map rich with layers of geographic information including the location of bikeways, Mobility Plan 2035 networks, sidewalk bike parking, bicycle repair stations, People St Bicycle Corrals, Plazas, and Parklets, parks and open spaces, and Great Streets corridors.
- A comprehensive collection of applicable laws, safety tips, and other information relevant to people traveling by bicycle.

You can visit the LADOT♦s new website bike.lacity.org, to experience these features first-hand.

For more information on the process that informed the look and feel of the new LADOT Bike Program♦s website, please visit the [#LeapLA blog](#).

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